

## **Editor's Introduction**

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I attended a panel at PACIS in this July. The topic was how to attract high quality submissions to journals in the Asia Pacific region. PAJAIS as a major AIS journal, we would like to publish more high quality papers related to the IS community in general and the Asia Pacific in specific. I would like to encourage authors to submit their manuscript to PAJAIS for quick reviews.

In this issue, three papers are published. The first one by Sen, Nelson and Subramaniam applies the survival model to analyze the release of open source software. They use the open source project data to explore the impacts of OSS characteristics on the time it takes to release stable software versions. They report that when compared to the interest of developers in the project, interest of end-users has a greater positive effect on an OSS project progress towards stable release. The language used in project development also has impacts. Using C and C-like programming languages or a Weak-Copyleft license for the open source project negatively impact the project's time to reach stable status.

The second paper by Cheung, Zheng and Lee investigates how conscious and automatic information processing modes affect consumer's decision in electronic commerce. These two modes are generally considered as two independent systems. In this research, they intend to explore the interaction between these two systems and conducted a longitudinal study to test their research model. The results show that the two information processing modes work in parallel to explain consumers' continuance decision.

The third paper by Li, Yang, and Liang targets at the effectiveness of online advertising. They put sales promotion strategy, interactivity in advertisement design, and brand images as three main factors that influence the advertising effectiveness. They conducted an experimental study to test the research model and found that price discounts are generally better than premiums in generating more favorably attitudes toward the ads and the advertised products for functional brands. Interactivity has positive effect on the attitude toward the ads but no effect on the attitude toward the advertised product.

**Ting-Peng Liang**

Editor-in-Chief